

Commissioners:

As a not for profit organization that derives an important portion of its operating budget from direct marketing initiatives, we urge you not to implement the national "Do Not Call List". Further we urge to favorably consider the arguments presented by DialAmerica regarding Sponsor Sales Programs that also significantly benefit our program. While these initiatives drive much needed revenue to support our programs, they also provide an important method of generating awareness about our mission. Simply put, without these initiatives, the value Special Olympics brings to the lives of nearly 40,000 athletes throughout New York, their families and their entire communities, could not be sustained.

Very truly yours,

Neal J. Johnson
President & CEO
Special Olympics New York